

Report

CECA COMMUNICATIONS

Period: 2017 - 2018

Responsible: Jorge Albuja

Introduction:

After London 2017, the Tbilisi 2018 broadcasting campaign began. A diffusion proposal was presented to the CECA presidency and to the organizers in Georgia. The proposal was approved (attached). About 80% of the actions prior to the event have been completed. There have also been small campaigns of various topics until August 2018.

Details:

Facebook, Instagram and Twitter:

Details / Results

1. TBILISI 2018 DIFFUSION PROPOSAL

ICOM Tbilisi GEORGIA CECA 2018

Education...

Vaida from Lithuania has been our grantee in 2015

Would you like to participate in ICOM CECA TBILISI 2018?

CECA young members grant 2018 is open for a few days!
Deadline: April 1
More information:
network.icom.museum/ceca/travel-grant/grant-2018

Dear member, we invite you to participate in

Suzanne Muller: La Lézarde à l'hôtel-architecte
Museum, Musée de Lézarde, Paris, France
Winner of the Best Practice Award 2017

CECA BEST PRACTICE AWARD 2018
A tool to improve museum education around the world.

More details:
<http://network.icom.museum/ceca/best-practice/users-guide/>

ICOM CECA ICOM

Details:

- Design of the official logo of the conference
- Creation of Posters (16)
- Elaboration of diffusion campaigns of the calls: Presentations, Workshops, CDT, BP, young grantee
- Publications with direct link to the official website of the conference
- Creation and diffusion of hashtag # CECA2018

Results:

Between November 2017 to July 2018, the publications have received in the 3 social networks of CECA:
Likes: 43,345
Shared: 2074

This includes the constant collaboration of 15 national CECA committees around the world.

The presence of users in this process:

America: 19%

Europe: 38%

Africa: 8%

Asia: 31%

Oceania: 4%

Observations:

- It is important to spread any publication in the 3 official languages.
- Efforts will be made to set up a multilingual group that can translate the information in the 3 official languages in a short time.
- 10% of the users who follow and share our publications are brazilian, some have requested that the material be translated into their language.
- The multilingual theme for the 2019 meeting will be taken as a priority.

2. **The production of the promotional video of the event is scheduled for the end of august, it is expected to be ready in early september.**

Small campaigns in social networks:

Details / Results

**CECA AROUND THE WORLD
Upcoming events!**

Event: CECA Best Practice Workshop
Organized by: MSHEIREB Museums
Place: Bin Jalmood House, Doha, Qatar
Date: 12 - 14 May
More information:
www.msheireb.com/msheireb-museums-ceca-workshop/

Dear members and colleagues:

We invite you to share the activities of your museum by the DIM 2018.

- You can leave a link in this publication.
- You can also send information by inbox.
- We will post activities throughout May 18!

HYPERCONNECTED MUSEUMS ARE PROMOVING NEW PUBLICS

Details:

- Creation of Posters (22)
- Diffusion of News, calls and events:
CECA publications, DIM 2018, Regional Meetings and workshops (CECA around the world)
- Publications with direct link to the official website of the conference.
- Nelly Abboud from CECA Libano is a facebook volunteer, she provides information to arab users.

Results:

Between November 2017 to July 2018, the publications have received in the 3 social networks of CECA:

Likes: 51,560

Shared: 1088

The presence of users in this process:

America: 21%

Europe: 29%

Africa: 12%

Asia: 37%

Oceania: 9 %

Observations

- It is important to have the contacts of all the CECA committees around the world. In that way more news can be shared on social networks.

- It is very important to translate all the advertisements in the 3 languages.

Website (topics to discuss in the next board)

- A diffusion strategy 2018 - 2019 will be presented.

- The situation of the CECA website will be discussed, also the roles in the communication area of Jorge and Ani should be clarified.

Ideas

A proposal of diffusion strategy 2018 - 2019 will be presented in the next CECA board meeting in Tbilisi.